

Figure 1

24-Z

User profile

114

202	User identifier	
210	Domain familiarity	
	Product area 1	212-1
	Customization process 1	214-1
	⋮	
	Product area N	212-N
	Customization process N	214-N
220	Advisor interaction history database	
	General assistance requested	222
	Component related assistance	224
	Type of information consumed	226
	Acceptance of recommendations	228
	Rationales offered	230
240	Product preference database	
	Price sensitivity	242
	Budget	244
	Usage requirements	246
	Feature preferences	248
250	Product selection database	
	Historical purchase data	256
	By product type	258
	By usage requirement	260
	By price point	262
270	User interaction characteristics	
	Interest in interacting with advisor	272
	Interest in getting recommendations	274
	Average response time	276
	User interaction style	278
	⋮	

Figure 2

Usage
requirements
246

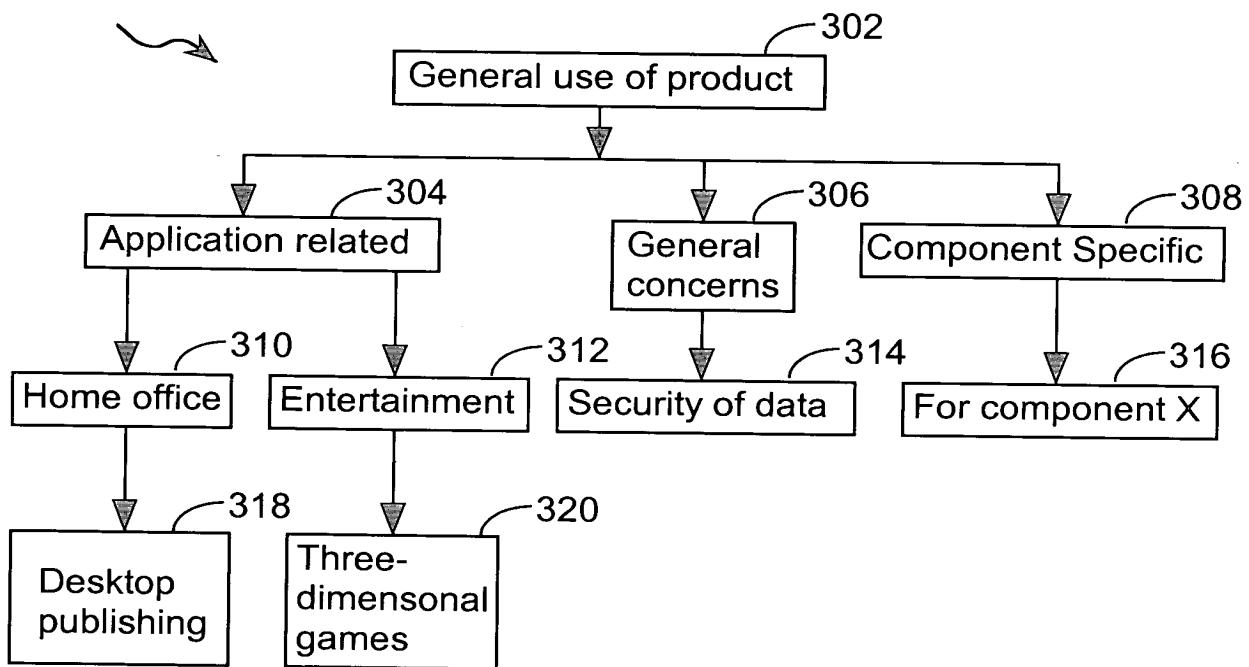


Figure 3

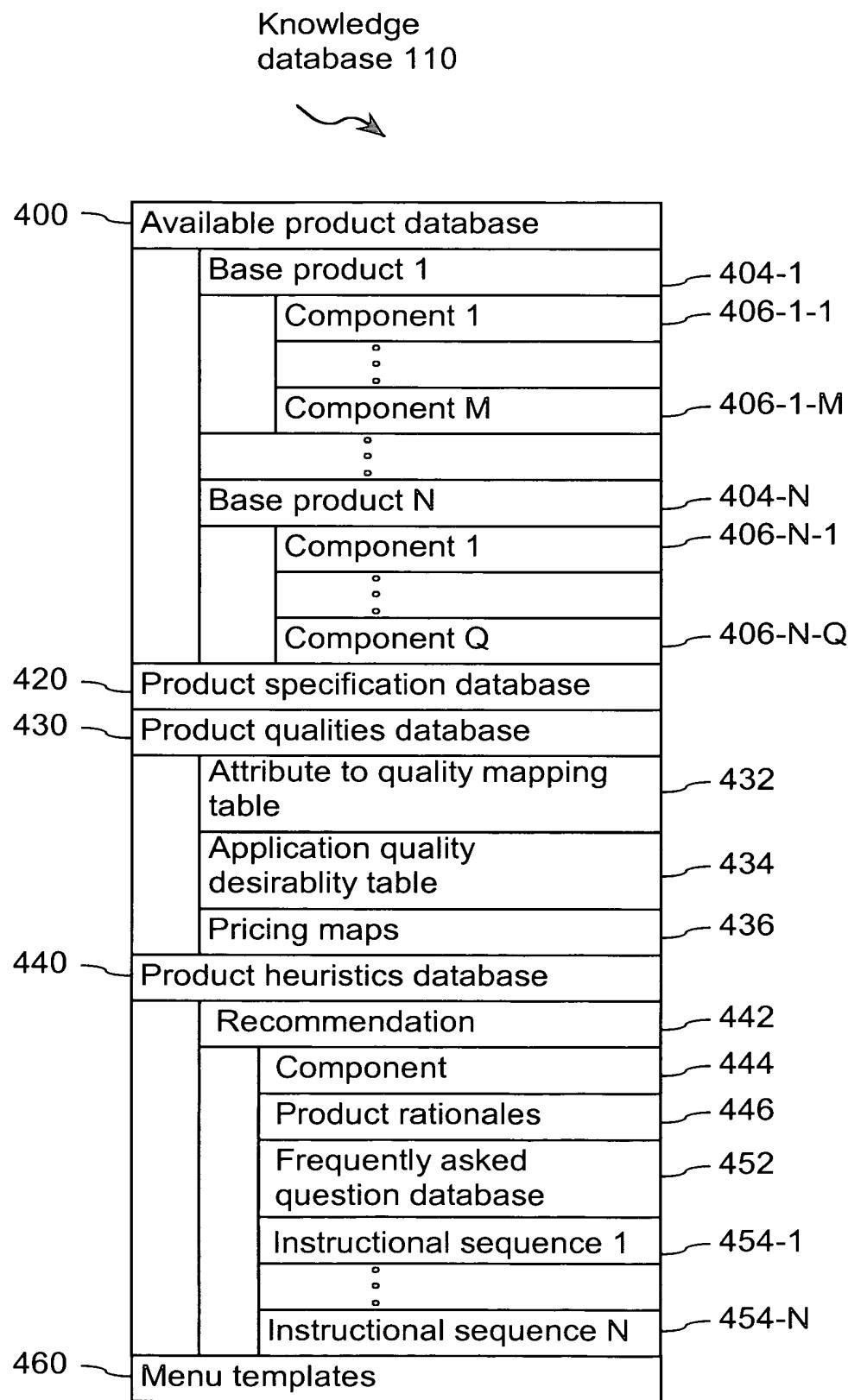


Figure 4

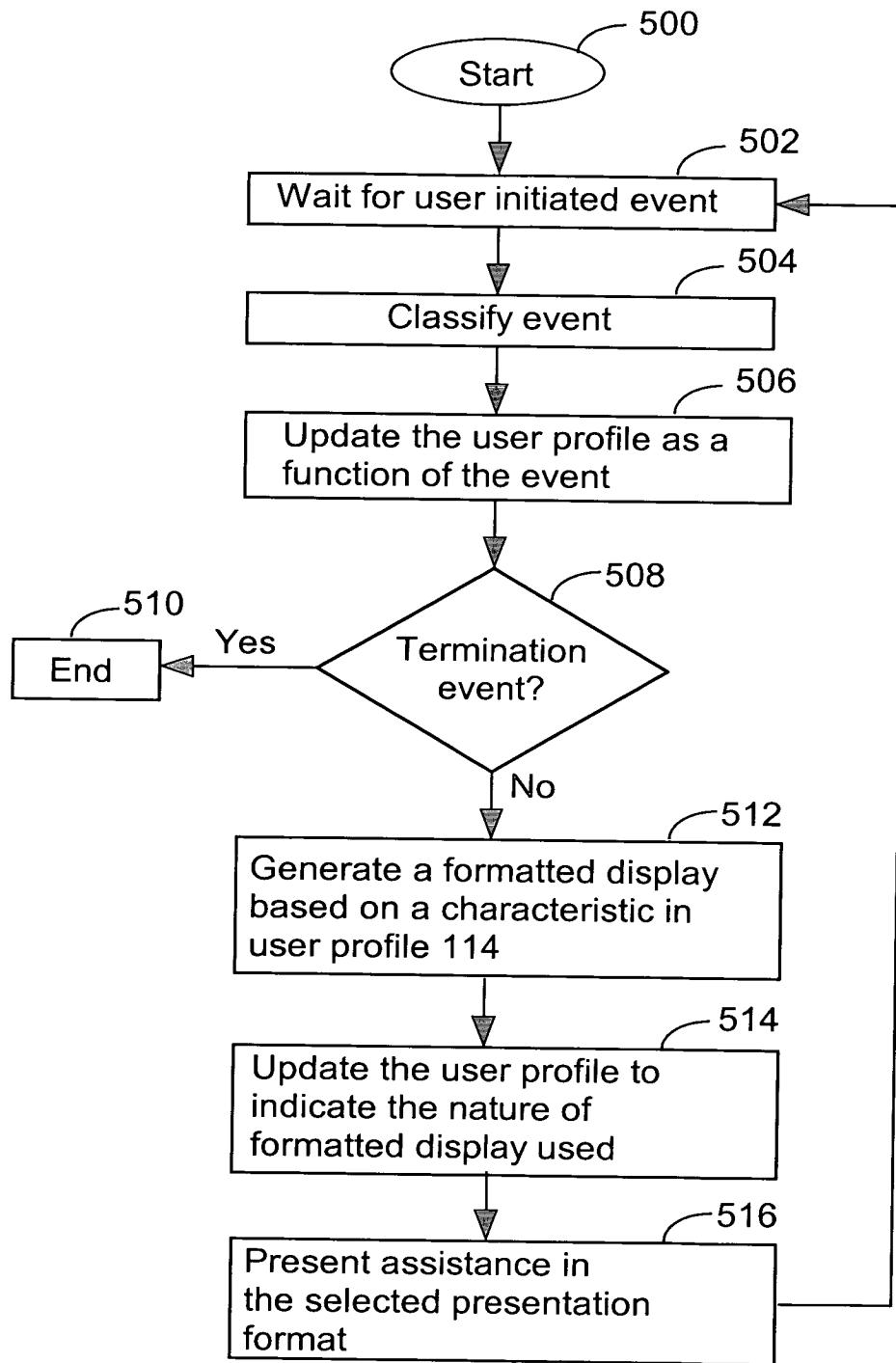


Figure 5

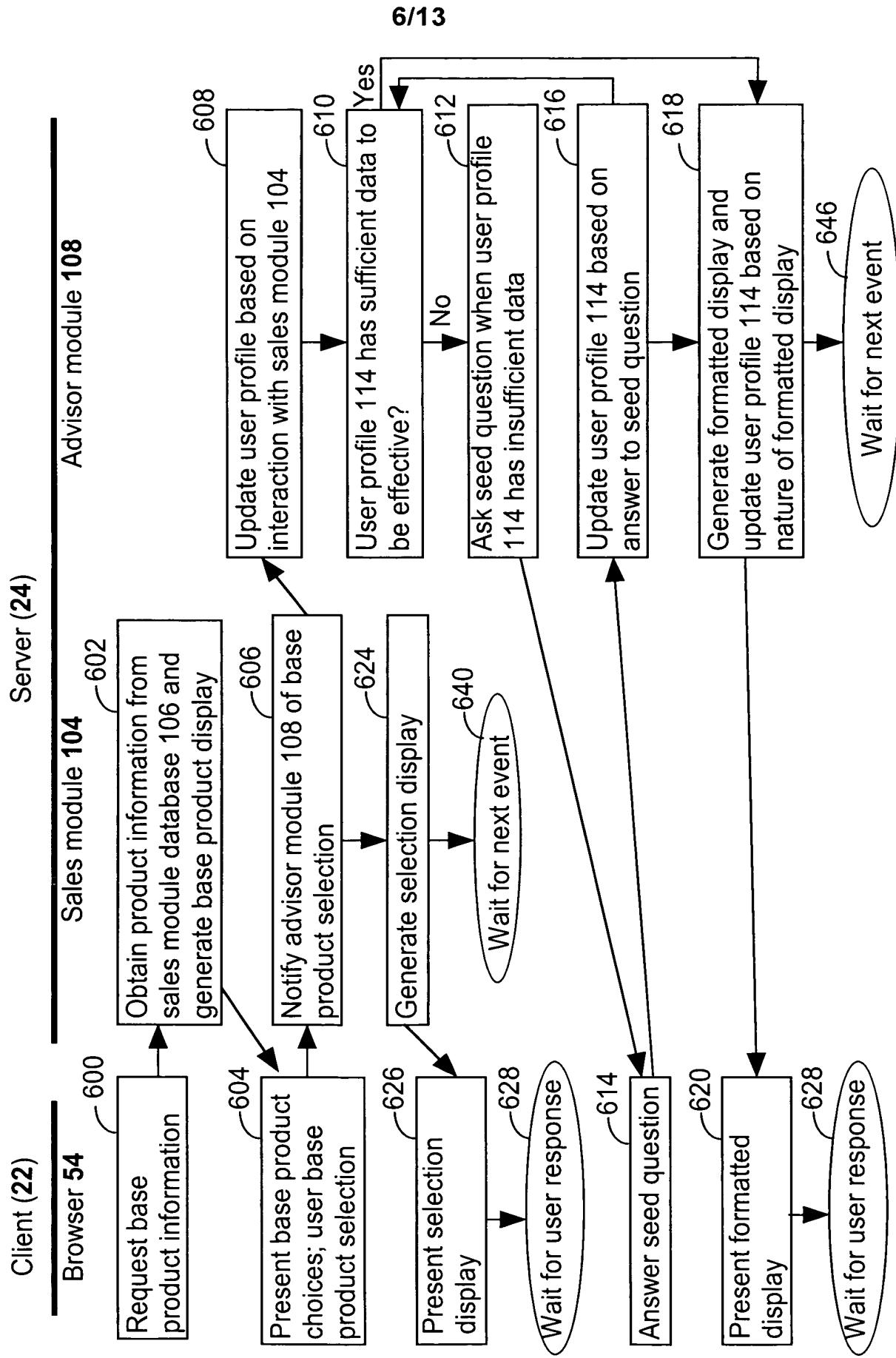


Figure 6A

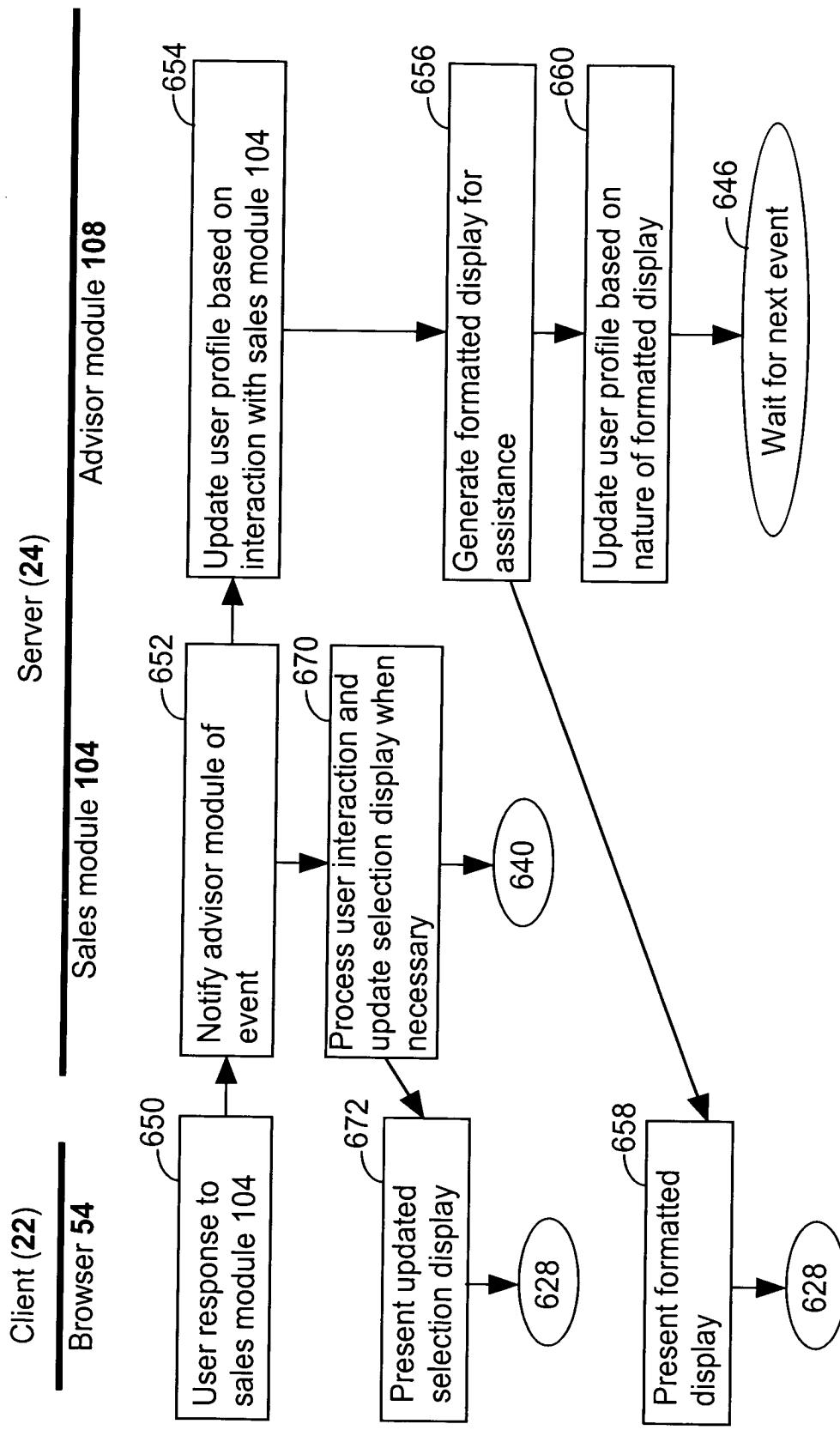


Figure 6B

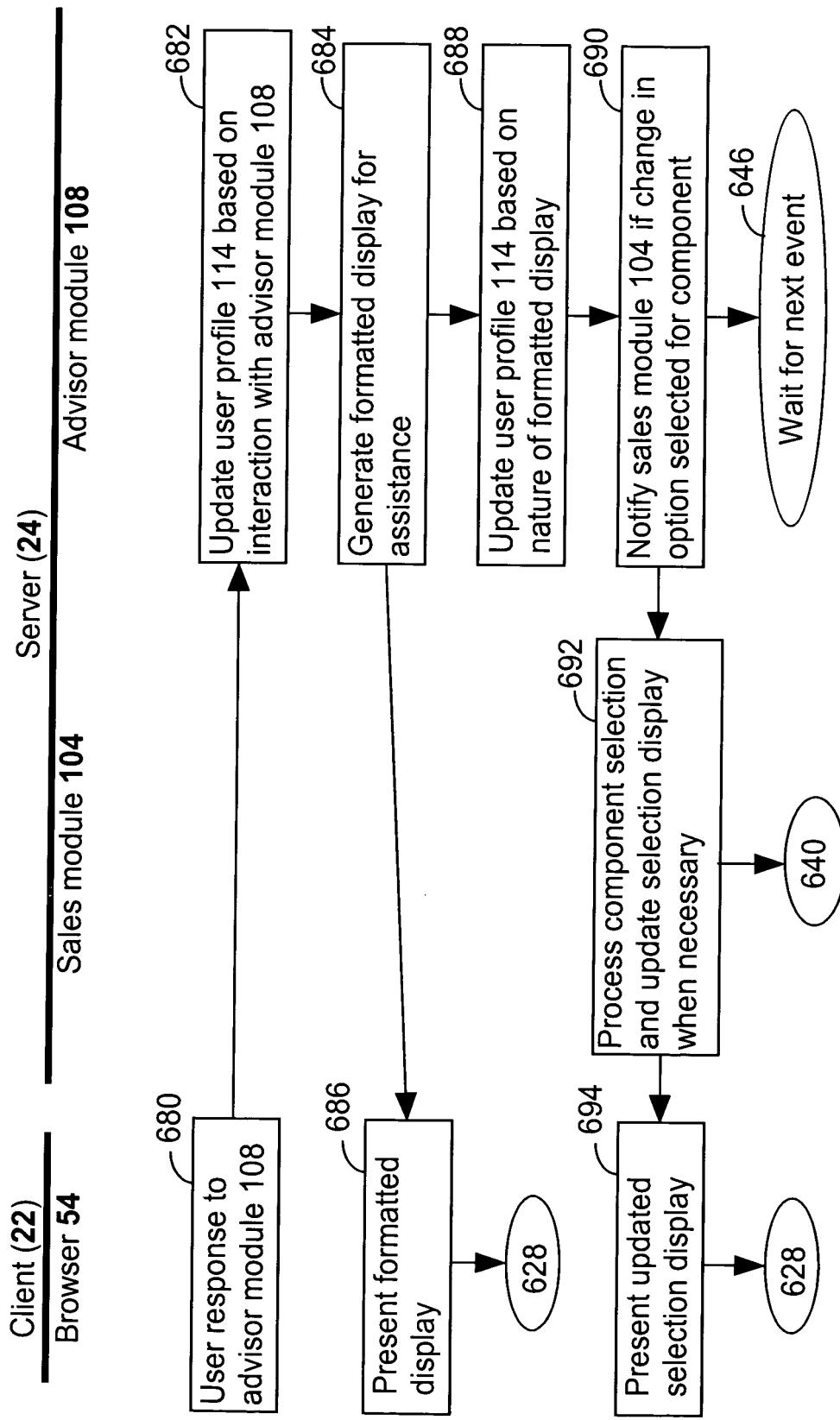


Figure 6C

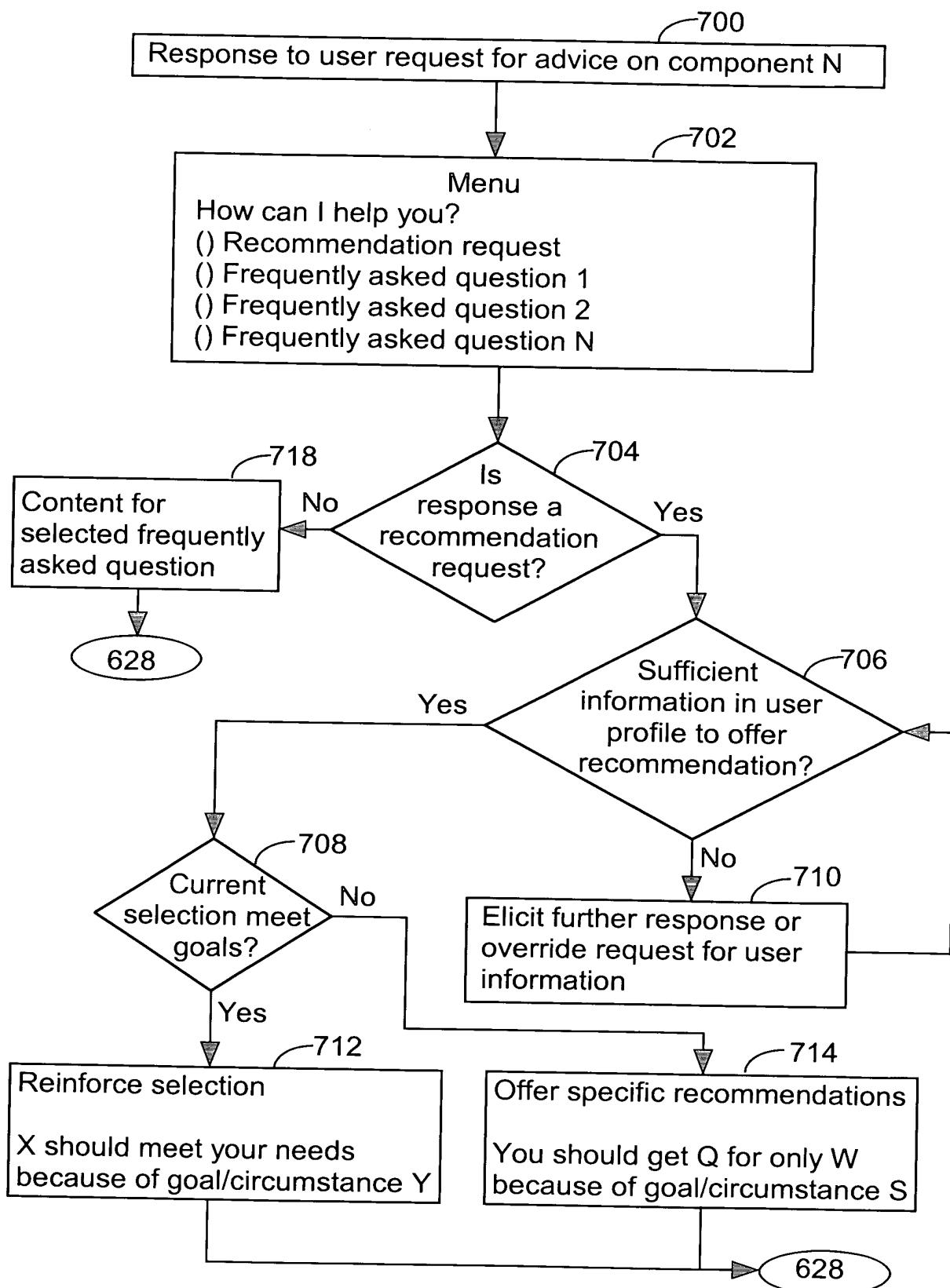


Figure 7

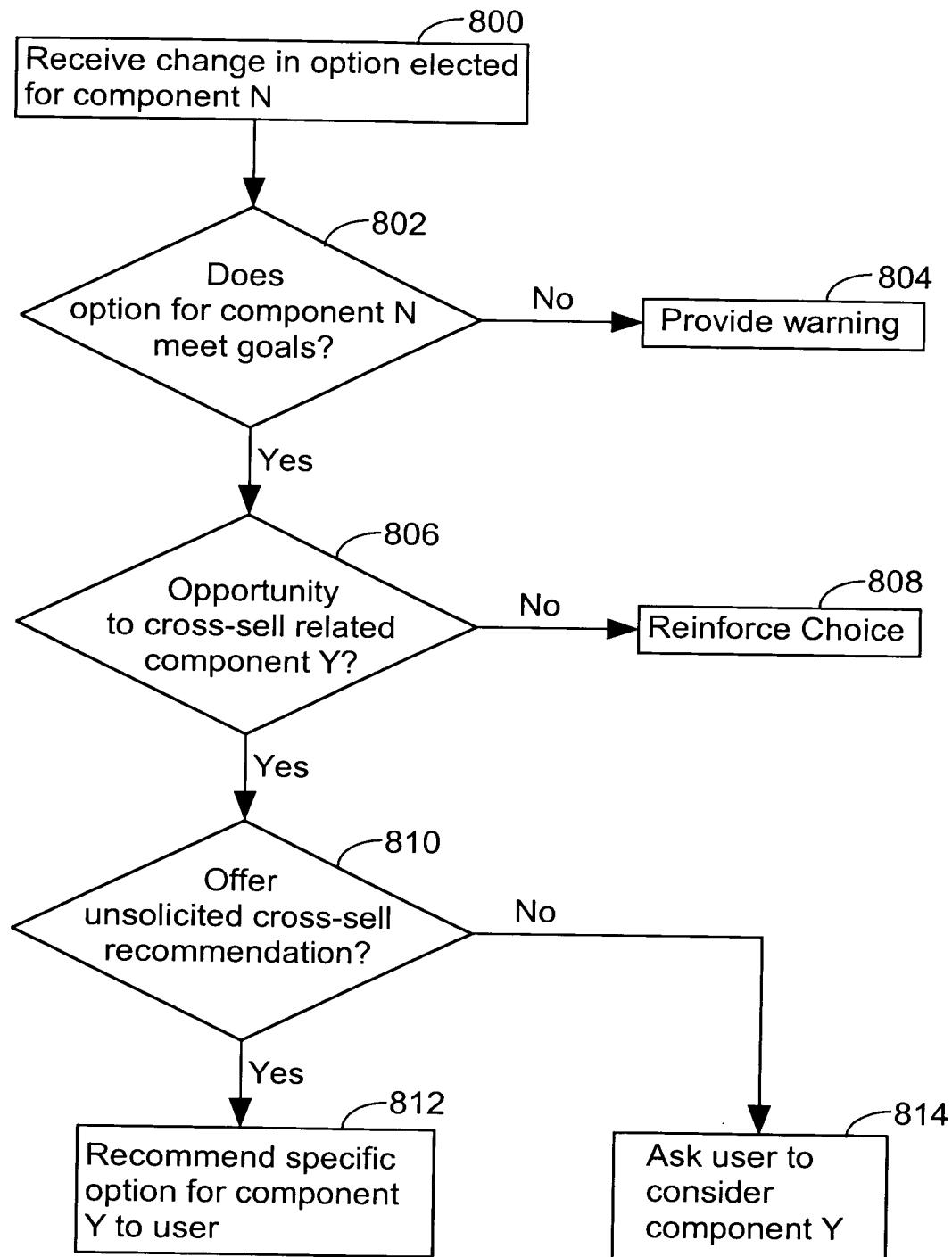


Figure 8

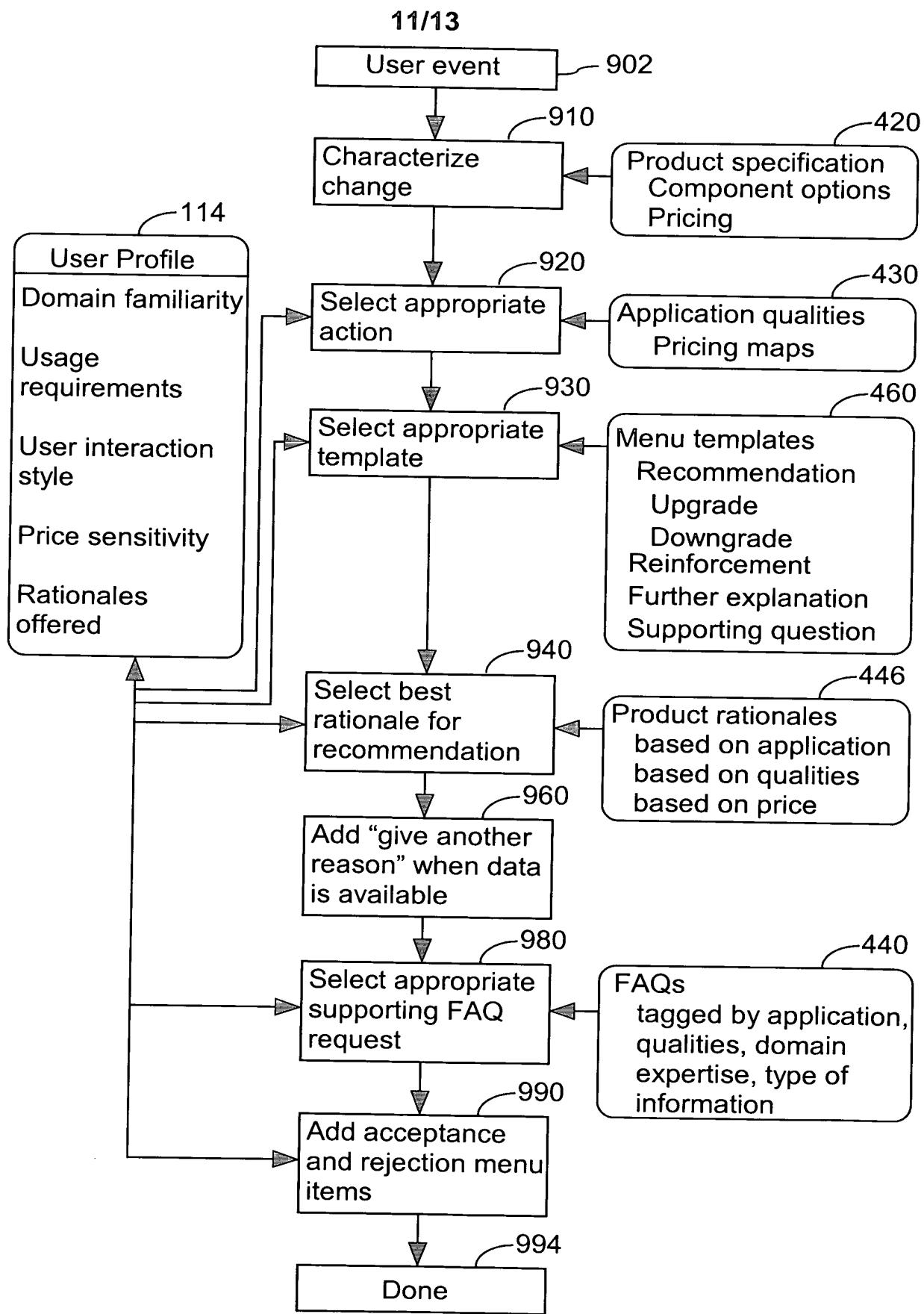


Figure 9

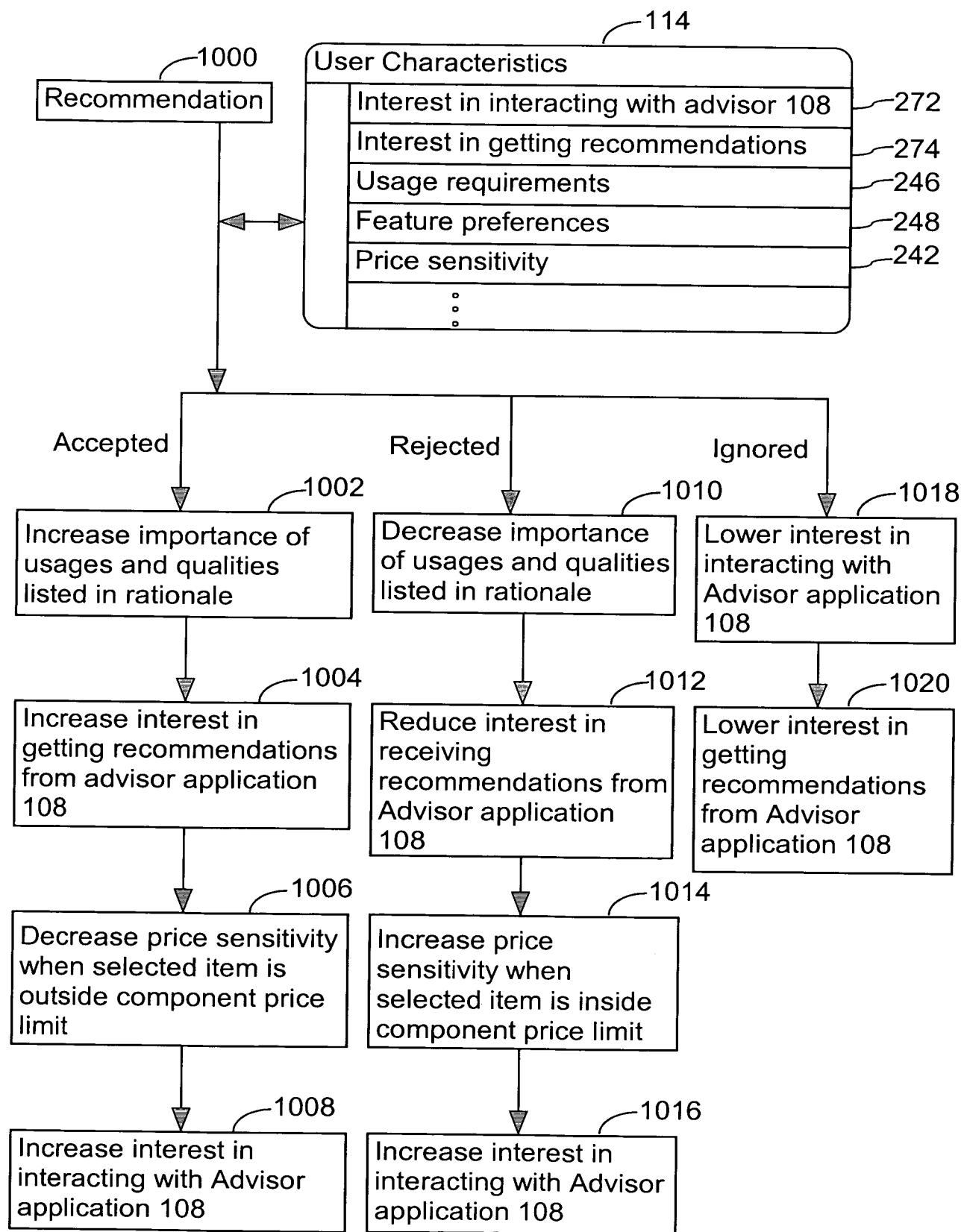


Figure 10

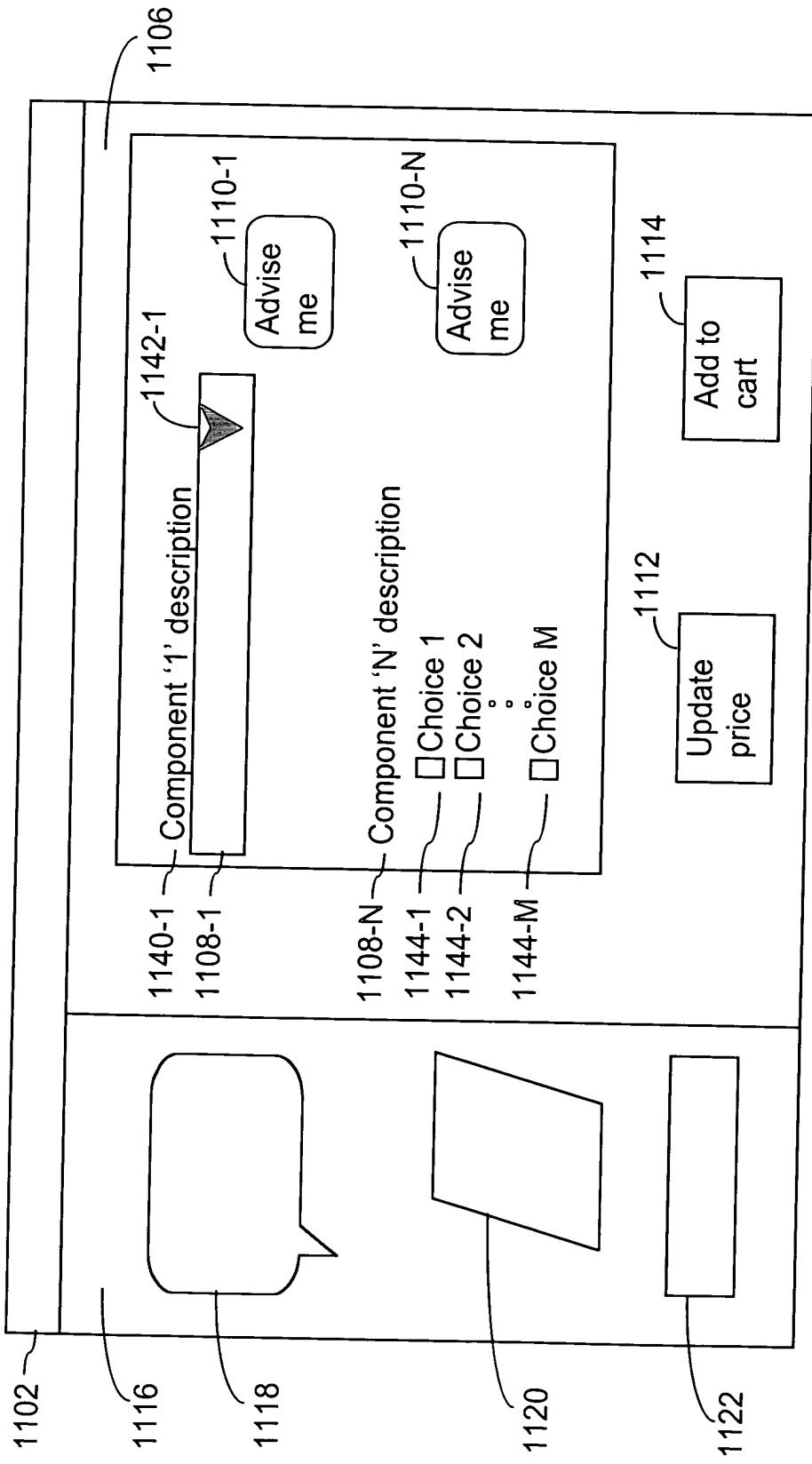


Figure 11